

The Strategies to Reach Out and Engage with Your Customers

Social Media in the Pharmaceutical Industry

LONDON, UK, December 5, 2018 /EINPresswire.com/ -- SMI presents the return of the 11th annual [Social Media](#) in the Pharmaceutical Industry conference taking place in London, UK on the 21st - 22nd January 2019. The event brings in voices from top pharma companies and social media experts, to educate, market, listen and connect with customers, patients and physicians.

Returning to London next month, Conference Day 1 will address topics on a programmatic approach to customer engagement, shifting the focus on patients as stakeholders and optimisation of social media in pharma companies; Conference Day 2 focuses on driving performance by forming employee insights, social listening procedures and personalising content relationships with AI.



Key Highlights – January 2019

Reaching scientists on social media – The customer-centric approach

- Stop using generic images & text and start telling stories
- B2B social media strategies
- Best practices

Speaker: Dennis Fink, Campaign Manager and Social Media Channel, Expert, Qiagen

Consumers are increasingly talking about pharmaceutical products: It's time to join the conversation

- Over 60% of conversations about pharmaceutical companies and their products are not tagged on social media
- Learn how and why to listen, engage, and analyse the online buzz around healthcare brands
- Benchmark against other brands, and better understand their social presence

Speaker: Mick Griffin, Partner and Chief Revenue Officer, Brand 24

Data driven strategy decisions for Healthcare brands

- Using international data to improve health outcomes of patients
- How companies are currently using patient data obtained on Social Media to optimise patient outcome
- What's up next for development of data services

Speaker: Markus Brandl, Global Lead Community Management, Bayer

The agenda is available online at <https://www.social-media-pharma.com/PR5>

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